

My name is Marc Garber and I have been a radio broadcaster for over 20 years.

I urge the FCC to devise a fair definition of local programming. This important distinction has been left to the corporate world for too long, resulting in neglecting the real needs of the communities it supposedly serves.

I would like to see the FCC return to the more stringent "local origination" rules I recall from my early days in radio.

I think "local origination" should include not only news and public affairs, but local sports and music events, too.

I feel that participation/sponsoring local community events or fundraisers should be included when weighing a station's public service, but to a lesser extent than producing and airing "locally originated" programs.

As for payola, we know it exists, but it has evolved. I believe that the current practice of Clear Channel, which is involved in promoting its live concerts, as well as promoting those acts on its radio stations too, is a conflict of interests and should be prohibited. Too many acts who don't want to "play ball" with Clear Channel are penalized when they seek airplay.

I hope the FCC will address the issue of "voice-tracking." It is actually domestic outsourcing. This is a serious issue that puts a great many career broadcaster on the unemployment line. A rule regarding local origination should require stations to originate at least two-thirds of its programming from the immediate vicinity of its city of license. Further, if a voice track is being broadcast from a station within AFTRA jurisdiction, these announcers should be paid accordingly.

I think there is a place for "national" playlists, however I believe that this should only be combined with local playlists. I remember growing up in the vicinity of Asbury Park, NJ, made famous by Bruce Springsteen, in the 70's when he was receiving airplay everywhere else. Not one local station, even "Hit Parade" station WJLK-FM in Asbury Park was playing his music. At the time, this station broadcast a canned syndicated format. You could hear Manfred Mann covering Bruce's "Blinded By The Light" on WJLK-FM, but not the original by the local boy himself! I believe this type of injustice continues today on a much grander scale.

I commend the FCC for finally allowing low power FM's, against the wishes of the NAB. I hope the FCC will initiate a publicity campaign to encourage citizens to take advantage of this exciting new opportunity. If they don't know about it, they can't. I propose that a small portion of current licensing fees be used to promote low-power FM's.

Thank you for for addressing these issues with a public proceeding.